

JUSTICE LEAGUE

3D Holographic Images printing and Installation guidelines

Please find below the recommended size, effects, materials and installation methods of the 3D Justice League images to celebrate the film's release. 3D art exhibitions and the resulting social images that come out of them are a popular leisure activity in Asia, but have had limited uptake outside the region and we want to be one of the first films to use them.

The art is ideal for multiplexes, screenings and Justice League events.

The paintings achieve an immersive effect when photographed. The person standing in front of the image appears to become an integrated part of the scene, an exciting opportunity to re-engage viewers and create a social media presence through these shared images. They can be holding the Cyborg's globe, dodging a kick from Wonder Woman, or catching the Batarang.

Guests can become part of the Justice League action.



Recommended size:

The key to making these illusions work is for the wall to be the convincing feature of the painting. It is key that the viewer believes that the wall is **genuine**, for the same reason a frame around the piece doesn't work

These are the sizes required for the illusions to work, and is both the recommended size of the artworks **AND** minimum required:

Cyborg - 3.5m x 2.8m

- Viewer approx 3-4m from centre of artwork.

Wonder Woman - 3.5m x 2.8m

- Viewer approx 3-4m from centre of artwork.

Batman - 3.5m x 2.8m

- Viewer approx 3-4m from centre of artwork.

Aquaman - 3.5m x 2.8m

- Viewer approx 3-4m from centre of artwork.

The Flash - 6m x 2.8m Flash

- Viewer approx 3m from wall, 3m to right hand side of artwork.

We recommend that the Justice League localized title treatment and call to action are added on the bottom right of each art execution.

Installation recommendations:

- Images can be reproduced on canvas or paper pasted onto on a hard flat surface like plasterboard or sheet timber. Print finish must be matt to avoid light reflection/hotspots that destroy the 3D/real effect. If printing onto canvas, your print company can stretch the canvas on a simple timber frame, supported by basic wooden buttresses and stage weights.
- Use the space in the chosen venue carefully: consider how best to utilize it in order to maximize the number of images within it. It is important to have the full 'team' of 5 images.
- The installation of false wallpaper (if this is the material option you choose) is likely to take around 5 hours, depending on the venue.
- User instructions are also provided and should be printed onto a simple separate sign to show users how to enjoy and share the 3D art with the best results.